

IN THE ABSTRACT:

Please substitute the following Abstract for the Abstract starting at page 55, line 2 and ending at line 10.

~~As shown in Fig. 7, in a power saving mode that suffers less deterioration of image quality, power savings are achieved by changing If data, changing PWM clocks, changing ABL setups, drive voltage control, or the like. In a power saving mode that suffers some deterioration of image quality, power saving control is implemented by multiplying luminance control data, bit-shifting an image, reducing the screen size, or the like.~~

A display apparatus includes a display panel having a plurality of display elements, and a display controller for controlling the display panel in a normal display mode, a first power saving mode, a second power saving mode and a third power saving mode. A mode transition device causes the display panel to shift to the first power saving mode or the third power saving mode from a normal mode based on an instruction of a user, and causes the display panel to shift to the second power saving mode from the normal mode based on status of the display panel.